



# FUTURE OF WORK 2021

## A JOB SEARCH TOOLKIT TO HELP PREPARE YOUR EMPLOYEES FOR THE FUTURE OF THE WORKPLACE

Career Money Life is the only provider that gives access to upskilling and reskilling options that are fully customisable and accessible to all. We're different on purpose - the reason is because we know and fully understand what the future of work looks like. We're here to bridge the support your people need to reach their career goals.



# FUTURE OF THE WORKFORCE

## WHAT DOES IT LOOK LIKE?

### Key Trends

2020 has been the most disruptive and unprecedented year for everyone. However challenging and difficult it may have been - It has introduced a new sense of normalcy, but at the same time has left us questioning our old and undated methods. New technologies, remote working and the impact of the pandemic on the job market is now rapidly changing the way companies conduct their operations and the type of talent they need to help them thrive in the new future of the workforce.

As we progress into the new decade, here are some of the key trends shaping the future of the workforce.



### HYBRID WORKPLACE/WORKFORCE

Companies now have a higher focus on competency than location, and are now looking for a mix of remote and in-person employees. Location will not matter anymore, and we will see a significant narrowing of the digital divide.



### TECHNOLOGY AND AUTOMATION

Many companies have seen great results from their teams working more remotely and in turn reducing their office asset by embracing new technologies.



### GIG ECONOMY TO BRIDGE THE SKILLS GAP

Employers are now increasingly looking at part-time, freelance and contractors to fill in when companies require certain jobs to be done. Instead of hiring long-term, they are looking to "rent" employees for a premium when the need manifests.



### RETRAINING AND RESKILLING TALENT

It is essential for employers to enhance an employee's skillsets to support the new working environment and changes to roles and responsibilities in order to support the emerging needs of the future.



### WELLBEING AT THE FOREFRONT

It's become clear that supporting employees in their personal lives more effectively enables employees to not only have better lives, but also to perform at a higher level. Toxic productivity has been quashed for the new year.



Through the lessons learnt from COVID-19 we are able to now move into the new future of the workforce. This has created a need for the development of innovative large-scale upskilling, reskilling and redeployment initiatives. Companies are transforming the economic dynamism of their businesses by ensuring all workers are employable and productive in the future workplace. This is done purely through upskilling, reskilling and creating a system of lifelong learning within the organisation.

The need for such a system is becoming more urgent as the job market demands both more digital and more 'human' skills in the midst of what is called "the fourth industrial revolution."

**"Nearly 50% of companies expected that by 2020, automation will lead to some reduction in their full-time workforce, while more than half of all employees will require significant re- and upskilling. The Covid-19 crisis has exacerbated these trends, increasing the need for large-scale, informed and collaborative action."**

*- "Towards a Reskilling Revolution A Future of Jobs for All"  
report by the World economic forum*



The skills needed in the labour market will change rapidly. Employees need to validate their experiences with up to date professional development courses and frameworks as well as consider any skill gaps they may have that prevent their future employability.

### How can you help your employees cope?

Searching for a job in a pandemic market is no easy task. This is when your people need you most. They require personalised carefully crafted offering to support their unique needs, not a one size fits all benefit.

[Career Money Life](#) offers a holistic career transition program designed to help you provide your employees with access to a wealth of different services, provided by quality, vetted and reviewed suppliers on one simple platform. This means that no matter what pathways are being pursued, there are services to meet everyone's needs.





Here are some steps you can take to help your staff land on their feet after separation.

## **Know that there is going to be a lot of healing and grieving to be done.**

There is a lot about career change that is fun and exciting, but being made redundant and switching jobs is not easy. It's about shedding an entire identity that they have built up over years. You can't move out of that situation without feeling some amount of loss.

Allow your staff to take some time off to accept the situation and take stock of their mental health. If needed, urge them to reach out to a friend or a professional to manage their wellbeing during this difficult time.

*Career Money Life offers a fully customisable EAP program with access to experienced counsellors and psychiatrists. We offer pay-per-use sessions and also provide a wealth of support and advice in the form of e-books and webinars.*

## **Self- Assessment**

Remind your staff how important it is to assess their current situation - utilise the benefits of the past and leverage the present to create the future they want. To do this, they must first identify the current hard, soft and transferable skills they possess. Although there are many new skills to learn to thrive, there are also many skills they already possess that are transferable to any new job. These skills are called transferable skills.

*To help your staff identify their transferable skills and career goals, booking in a session with a career coach could be very insightful. Career Money Life has a range of experienced and verified coaches in every industry. Get in touch and see how you can support your transitioning staff.*



After your employees have a clear idea of where they stand, it could be useful to identify career paths and focus on building future skills that will be required by companies in 2021. 94% of business leaders now expect employees to pick up new skills on the job - an increase from 65% in 2018. For job seekers unable to gain these skills on the job, it is more important than ever to be investing in upskilling to compete in the job market.

Here are some of the skills currently in demand that could help your employees acquire new roles.

## THE KEY SOFT SKILLS FOR JOB SEEKERS ARE:

Analytical thinking and innovation

Active learning and learning strategies

Leadership and social influence

Technology use, monitoring and control

Technology design and programming

Adaptability

Influence and Motivation

Complex problem solving

Critical thinking and analysis

Resilience, stress tolerance  
and flexibility

Reasoning, problem solving  
and ideation

Productivity

Communication



## THE KEY TECHNICAL SKILLS FOR JOB SEEKERS ARE:

IT and Cybersecurity

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Video and Audio Production

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Foreign Languages and Translation

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Data analysis and statistics

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Cloud computing

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Artificial intelligence

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Sales leadership

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People management

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According to a recent report by LinkedIn, here are some of the roles that have seen a significant rise and are forecasted to be in demand for 2021. If your employees are interested in any of these roles, a simple, short course could help them bridge the gap to acquire the role. Career Money Life is the largest provider of a range of options for upskilling and retraining that are fully customisable for every employee need.



## CONSTRUCTION WORKERS

Construction Site Manager, Construction Estimator, Heavy Equipment Operator, Construction Worker, Forklift Operator



## CUSTOMER SERVICE

Customer Service Consultant, Customer Assistant, Customer Support Specialist, Customer Contact Representative, Customer Service Specialist



## PROFESSIONAL AND PERSONAL COACHES

Life Coach, Health Coach, Business Coach, Career Development Specialist, Leadership Coach



## REAL ESTATE

Mortgage Broker, Real Estate Specialist, New Home Sales Specialist, Real Estate Agent



## E-COMMERCE

Supply Chain Assistant, Warehouse Team Lead, Online Specialist, Ecommerce Coordinator Specialist, Treasurer



## DIGITAL CONTENT FREELANCERS

Podcaster, Blogger, Writer, Copywriter, Content Coordinator



## EDUCATION ROLES

Early Childhood Educator, School Principal



## FINANCE

Anti-Money Laundering Analyst, Risk Analyst, Equity Trader, Tax Consultant, Financial Consultant



## SOCIAL MEDIA / DIGITAL MARKETING

Growth Hacker, Content Designer, Search Engine Optimization Specialist, Social Media Marketing Manager, Growth Specialist



## SPECIALIZED ENGINEERING ROLES

Back End Developer, Web Developer, Head of Engineering, Data Manager



## CYBER SECURITY ROLES

Cyber Security Analyst, Cyber Security Specialist



## MENTAL HEALTH SPECIALIST

Mental Health Practitioner, Mental Health Specialist, Mental Health Counsellor, Psychologist



## HEALTHCARE/ MEDICAL FRONTLINE

Licensed Practical Nurse, Registered Nurse, Medical Doctor, Paramedic, Clinic Specialist



## SOCIAL WORKER

Social Services Coordinator, Social Services Specialist, Youth Worker, Social Services Assistant, Social Worker



## HEALTHCARE/ MEDICAL SUPPORT


Physical Therapist Assistant, Healthcare Assistant, Home Health Aide, Patient Services Coordinator, Occupational Therapist

## Support your employees with job search

Having stayed with your company for years, most of your transitioning employees would have been out of the job search game for a long time. This means that they may not be aware of the current trends, technologies and tips required to beat the competition. During this time, it is important for employees to update their Resumes with the appropriate keywords and formatting to beat the ATS bots. It's good practice to brush up on their interview skills and be prepared to use new video technologies and AI tools for interviews. Another key step to proactive job search is to update and utilise LinkedIn profiles to connect with recruiters and people in their networks who can help them have more job opportunities.

**Career Money Life can help make this transition easier for your transitioning staff. Partnering with us means your staff will not only have access to a wealth of knowledge and informative content through our e-books and webinars but will also have access to 600+ suppliers that can help them optimise their job search.**

[BOOK A DEMO](#)



Providing choice and control throughout the transition process can help ensure the best possible experience - and enhance your employer brand.



How people are treated when exiting impacts them, you and your employer brand.

Your transitioning employees don't just fade away. They may continue to be your customers, shareholders, alumni, contractors as well as potentially your supplier, clients or competitors and even your employees again in the future. Their exit experience will have a significant impact on how they remember your business. In spite of many years of service, a negative exit can tarnish your employer brand and expose you to reputation risks.

Partnering with Career Money Life means you can rest assured that you are providing the right services, by not only giving them access to curated support and tools but by empowering them with complete choice and control over their journey. Something we know that employees highly value and often find absent from traditional outplacement services.

**Every circumstance is uniquely different. Providing traditional outplacement support of resumes and interview services is not enough. Here's how you can support your staff better.**

Career transition can be an opportunity to find new pathways, discover a purpose and build a new career, but some employees need the right kind of support, advice, tools and resources.

Career Money Life's platform has been purpose built with these needs in mind. We enable choice of a wide range of services including:

- ✓ Skills Assessments
- ✓ Career Coaching
- ✓ Executive Coaching
- ✓ Resumes, Interview and LinkedIn services
- ✓ Interview Preparation
- ✓ Professional Development, Training and Upskilling
- ✓ Financial advice
- ✓ Health and wellbeing services
- ✓ Business Startup services
- ✓ Retirement Planning and so much more



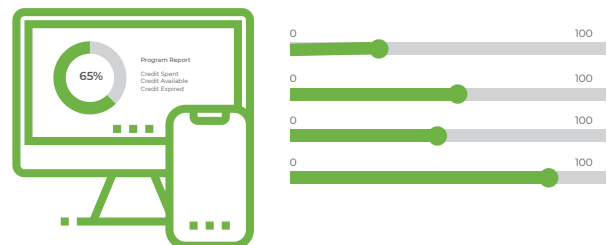
## How does it work for you?



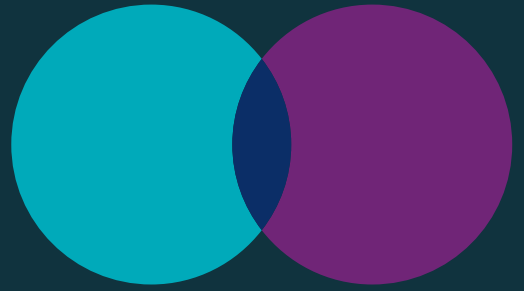
## Career Money Life is purpose built for your people and you

Career Money Life is built to support you and your people. Our platform makes it easy for you to set up and manage programs, access data at your fingertips and see real time employee feedback. Our approach is different, on purpose. Ensuring you are in control of your programs, your budget and your data. We offer you:

- ✓ Transparent and customisable programs
- ✓ Real-time analytics at your fingertips
- ✓ Employee service review data



- ✓ NPS rating of your brand and satisfaction measures
- ✓ Regular ongoing reporting and account management
- ✓ Total control of your budget and return of expired credits



# WANT TO LEARN MORE?

**Join our growing community of innovative organisations who want to do things differently, on purpose.**

If you are thinking about how to better meet the needs of your workforce, and looking for a different approach, reach out to us.

BOOK A DEMO

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